



USDA Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Template Version 2.09

Voluntary Report - public distribution

Date: 11/4/2008

GAIN Report Number: TH8178

Thailand

Trade Policy Monitoring

Labeling Modification for Alcohol Beverages

2008

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Report Highlights:

On October 15, the Thai Food and Drug Administration under the Ministry of Public Health notified the WTO G/SPS/N/THA/171, which amends the required statements on the label of alcohol beverages to conform to the Alcohol Consumption Control Bill, which prohibit the sales of liquors to person under 20 years old.

Includes PSD Changes: No
Includes Trade Matrix: No
Annual Report
Bangkok [TH1]
[TH]

On October 15, the Thai Food and Drug Administration under the Ministry of Public Health has notified the WTO for G/SPS/N/THA/171, which amends the required labeling alcohol beverages to conform with the Alcohol Consumption Control Bill, which took effect on February 14, 2008 (More details can be found from Gain reports no: [TH7036](#), [TH8009](#) and [TH8030](#)). The new labeling requirement now carries the warning statements as follows:

- Sale of liquor to person under 20 years old is prohibited
- Liquor is not suitable for person under 20 years old.

This Notification shall be enforced from the day following the date of its publication in the Government Gazette.

Trade sources report this notification should not negatively affect imports of alcohol beverages from the United States. Importers are reportedly already able to apply compliant labels on imported product as it arrives.

(Draft)
Notification of Ministry of Public Health
No. ... (B.E. ...)
Re: Liquor

Whereas it is deemed expedient to amend the Notification of Ministry of Public Health
Re: Liquor,

By virtue of Section 5 and Section 6 (3), (4), (5) and (10) of the Food Act B.E. 2522 (1979), which is an Act containing certain provisions relating to the restriction of personal rights and freedom, for which Section 29 incorporating Section 33, Section 41, Section 43, and Section 45 of the Constitution of the Kingdom of Thailand provide that such can be made by virtue of the provisions of a law, the Minister of Public Health with the guidance of Food Committee hereby issues a notification as follows:

No. 1 Repealed the Notification of Ministry of Public Health (No. 272) B.E. 2546 (2003) Re: Liquor, dated 8th July 2003 and the Notification of Ministry of Public Health (No. 275) B.E. 2546 (2003) Re: Liquor (No. 2) dated 26th November 2003.

No. 2 Liquor is stipulated as required standard or quality food

No. 3 "Liquor" means liquor according to the law governing liquor

No. 4 Liquor shall have quality or standard or attribute according to the Notification of Ministry of Finance Governing Liquor Administration

No. 5 Liquor labeling is exempt from the Notification of Ministry of Public Health Re: Labeling and shall follow this Notification of Public Health

No. 6 The label shall include required statements as follows:

(1) The statements in the label under the Notification of Ministry of Finance Governing Liquor Administration, or the Notification of Excise Department Governing Bases, Procedures and Conditions Governing Application for Permission and Issuance of Permit to Import Liquor into Kingdom as issued under the law governing liquor.

(2) The statements which read,

“Warning: Sale of liquor to person under 20 years old is prohibited.

: Drinking reduces driving ability

: Not suitable for person under 20 years old”

in Thai language in bold characters of not less than 5 mm. height within the frame separated from other statements, and the colors of the frame and of the statement shall contrast to the background of the label to an extent that it is clearly legible.

The statements in (2) shall not apply to liquors imported in the Kingdom as product samples or not for commercial purpose, or belong to those who received rights according to binding agreement between Thailand and the United Nations Organization, or according to international laws, or contracts or agreements with foreign countries, or diplomatic relations, or liquors produced or imported for the purpose of export are exempt from this Notification.

No. 7 In case where it appears that the labels are produced prior to the enforcement of this Notification and do not conform to this Notification, the labels can still be used but not more than 180 days as from the date the Notification become enter into force.

No. 8 This Notification shall be enforced from the day following the date of its publication in the Government Gazette onwards.

Notified